



# Lavender Ruby Redrose-Red Named 2011 Wisconsin Cow of the Year, Announces DATCP

**Release Date:** September 15, 2011

**Contact:** Ashley Huibregtse, 608-224-5002

**EDITOR'S NOTE:** Photos are available by contacting Nicole Breunig at [nicole.breunig@wi.gov](mailto:nicole.breunig@wi.gov).

MADISON – Secretary of Agriculture, Trade and Consumer Protection Ben Brancel announced today the 2011 Wisconsin Cow of the Year is Lavender Ruby Redrose-Red, a Red & White owned by Rosedale Genetics, Ltd., Oxford, Wis.

"Congratulations to Rosedale Genetics as the breeder and owner of this impressive animal. As the 2011 Wisconsin Cow of the Year, Redrose is a great representative to the quality of cattle that call Wisconsin home," Brancel stated. "A very special recognition to Mark Rueth and Nicky Reape, who have developed and work with this outstanding animal. Their passion and hard work represents the commitment and strength of Wisconsin's dairy industry."

The Cow of the Year Proclamation will occur on Monday, October 3, and will be videocast during the Grand International Red & White Show at World Dairy Expo.

Redrose is an 11-year-old, who is no stranger to the showring. She is the only Red & White to ever take Supreme Champion honors at World Dairy Expo. In addition, she is a three-time All-American and has been named Grand Champion at World Dairy Expo in 2007 and 2005, and Reserve Senior Champion at the 2004 World Dairy Expo. She was also named the 2010 Red & White Cow of the Year and Holstein International World Red & White Champion in 2006 and 2007.

Classified EX-96 3E, Redrose has a top production record of 52,104 pounds of milk with 2,576 pounds of fat and 1,752 pounds protein at age 7-04 in 365 days. Additionally, her genetics are in demand across the globe. In 2004, her September Storm heifer topped the World Classic Holstein sale at \$50,000 and in 2006 her daughter Rosedale Adventaeous-Red-ET, now EX-92, topped the same sale at \$135,000.

"Redrose has set the standard for the Red & White breed. With her numerous show awards and prestigious titles, her proven longevity and outstanding lifetime production credits, she is the total package," noted Stephanie Stout, Promotion Manager, Red & White Dairy Cattle Association. "The success and popularity of Redrose daughters and grand-daughters expands worldwide and they look to have promising futures with the hopes of following in Redrose's footsteps!"

Sired by STBVQ Rubens-ET, Redrose is a fifth generation EX, who goes back to Stookey Elm Park Blackrose EX-96 who was the 1996 Wisconsin Cow of the Year. Redrose carries on this impressive pedigree through her daughters and granddaughters and through the AI industry with sons and grandsons like Rosedale Accolade-Red EX-94, Rosedale Advantage-Red EX-92 and Rosedale Touchdown-Red.

A Red & White breed representative was selected as the Cow of the Year in 2011 according to a succession plan among the seven major dairy breeds, as determined by the Wisconsin Purebred Dairy Cattle Association. The Red & White Dairy Cattle Association members named Lavender Ruby Redrose-Red to represent the Red & White breed with this honor.

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